

Message Text

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PAGE 01 ROME 04346 292130Z

71

ACTION COME-00

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CIAE-00 EB-11 FRB-02 INR-10 NSAE-00 RSC-01 TRSE-00

XMB-07 OPIC-12 SPC-03 CIEP-02 LAB-06 SIL-01 OMB-01

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TAGS: BMET, IT

SUBJ: IMPORTANCE OF ITALIAN CABLE TV COMMITTEE VISIT TO USA
FOR EXPORT SALES - JERROLD ELECTRONICS CORPORATION

REF : UNCLAS ROME A-122

FOR COMMERCE AND FCC

SUMMARY - ITALIAN COMMITTEE SETTING BASIC STANDARDS FOR CABLE TELEVISION TO VISIT WASHINGTON JUNE 13-14. EMBASSY URGES STRONG USDOC/FCC ASSISTANCE THIS GROUP TO SUPPORT EFFORTS JERROLD ELECTRONICS SUPPLY MULTI-MILLION DOLLAR MARKET AND UNDERLINE USG INTEREST. EUROPEAN COMPETITION ACTIVE BUT JERROLD APPEARS LEADING SO FAR. END SUMMARY.

1. ITALIAN MINISTER OF POSTS AND TELECOMMUNICATIONS SPECIAL COMMITTEE ON CABLE TELEVISION WILL VISIT US FOR TWO WEEKS BEGINNING JUNE 3, LAST STOP ON TOUR OF SEVERAL COUNTRIES FOR SEVEN MAN GROUP HEADED BY CHAIRMAN PROF. FRANCO CAPUCCINI. COMMITTEE IS EXPECTED TO MAKE RECOMMENDATIONS TO MINISTER IN LATE 1974 WHICH MAY PROVIDE BASIS ITALIAN TECHNICAL AND REGULATORY APPROACH BOTH STATE-OWNED AND PRIVATE CABLE TV SYSTEMS.

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PAGE 02 ROME 04346 292130Z

2. EMBASSY ASSISTING JERROLD ELECTRONICS CORPORATION, HORSHAM, PA. (THROUGH ITS BRUSSELS OFFICE) DEVELOP CONTACTS, ASSESS SITUATION AND US FIRM SEEMS TO HAVE SOME LEAD. HOWEVER THERE IS EVIDENCE OF BRITISH, DUTCH AND FRENCH ACTIVE COMPETITION AND WE MAY FACE POLITICAL AS WELL AS ECONOMIC/ TECHNICAL FACTORS IN CAMPAIGN FOR THIS MULTI-MILLION DOLLAR PROJECT. BECAUSE OF POLITICAL ASPECTS AS WELL AS RELATED FACT THAT MAJOR PROJECT THIS MAGNITUDE WILL NEVER BE BASED SOLELY ON IMPORTS, AGREEMENT WITH INFLUENTIAL ITALIAN COMPANIES VITAL AND JERROLD ALREADY PURSUING THIS COURSE.

3. TO STRENGTHEN US/JERROLD POSITION IN INFLUENCING MOST FAVORABLE BASIC TECHNICAL/REGULATORY STANDARDS, EMBASSY BELIEVES WE SHOULD MAKE MAJOR EFFORT INSURE SUCCESS COMMITTEE'S WASHINGTON VISIT - NOW SCHEDULED JUNE 13-14. CAPUCCINI AND JERROLD EXECUTIVE ANTHONY GARGANO ALREADY DIRECTLY IN TOUCH WITH FCC. THERE ARE OTHER CONTACTS IN WASHINGTON WHICH GROUP WISHES CONSULT (CABLE TV ADVISORY BOARD AND BUREAU, CABLE TV ASSN., ETC.) AND WITH WHICH USDOC/FCC COULD ASSIST. GARGANO AND JERROLD INTERNATIONAL MANAGING DIRECTOR ROGER MARSHALL (BRUSSELS) PLAN VISIT WASHINGTON ABOUT WEEK APRIL 29 FOR ADVANCE WORK COMMITTEE VISIT. SUGGEST USDOC AND FCC NAME ACTION OFFICERS THIS PROJECT TO COORDINATE WITH JERROLD ON COMMITTEE VISIT AND ADVISE EMBASSY OF THEIR NAMES, TELEPHONE NUMBERS SO THAT GARGANO/MARSHALL WILL HAVE CONTACT POINTS.

4. OUR ACTIVITY THIS PROJECT HAS BEEN CONSTANT BUT LOW PROFILE AS JERROLD THUS FAR BETTER ABLE COPE WITH TECHNICAL ASPECTS INVOLVED AND IS WELL KNOWN TO TECHNICIANS CONCERNED. JERROLD FULLY AWARE EMBASSY READINERS TO ASSIST IN ALL APPROPRIATE WAYS BUT WE BOTH SUSPECT REPRESENTATIONS AT PRESENT WOULD BE PREMATURE AND POSSIBLY COUNTERPRODUCTIVE. ON THIS VISIT, EMBASSY WILL BE MORE OPENLY CONNECTED BUT STILL BELIEVES JERROLD IN BEST POSITION TO LEAD. IT IMPORTANT TO OUR COMMERCIAL GOALS, HOWEVER, TO IMPRESS CAPUCCINI AND COMMITTEE WITH WASHINGTON COOPERATION AND WITH FACT THAT JERROLD HAS FULL SUPPORT IN WASHINGTON. THE COMPETITION MENTIONED EARLIER ARE ALL KNOWN FOR STRONG GOVERNMENT INTEREST IN MAJOR PROJECTS - A PRESENCE WHICH MAY BE EVEN STRONGER IN VIEW CURRENT EXPORT DRIVES. THE UNCLASSIFIED

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PAGE 03 ROME 04346 292130Z

USG'S INTEREST CAN BE CLEARLY UNDERSCORED DURING THIS JUNE VISIT.VOLPE

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